

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of)		
)		
Dan Kikinis)	Examiner:	Schnurr, John R.
)		
Application No. 10/085,886)	Art Unit:	2421
)		
Filed: February 27, 2002)	Confirmation No.:	7769
)		
For: METHOD AND SYSTEM FOR)		
ADVERTISING BASED ON THE)		
CONTENT OF SELECTED)		
CHANNELS OR BROADCASTED)		
PROGRAMS)		

Attorney Docket Number: 007287.00017

AMENDMENT

Mail Stop: RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir,

This paper is responsive to the Office Action dated December 22, 2009. The Examiner has set a three-month period for response, thus making this response due on or before March 22, 2010.

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 6 of this paper.